A large, stylized illustration of a smartphone with a silver border and rounded corners. The screen is white and displays the title text in a black, sans-serif font. The phone has a vertical slider on the left and a circular home button on the right.

Training Vodcasts for Specialty Retail Salespeople of the Millennial Generation: Design Considerations for Training Vodcasts

Ryan Tanaka
University of Hawaii



"Let's create a podcast!"

- What's a podcast? Vodcast?
- How do you play it?
- Appropriateness as an instructional tool?



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Really? Mobile learning?



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Methodology

- Millennial salespeople
- Customer-focused sales
- Vodcast development
- One-on-one (3 people) and small group (32 people) testing

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Design considerations

File size: < 50 MB
(Sampson, 2006)

Narration: 2+ discussion
(Anderson, 2007);
synchronized with
visuals
(Navis, n.d.)

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Design considerations, cont.

Pace: fast
(Anderson, 2007)

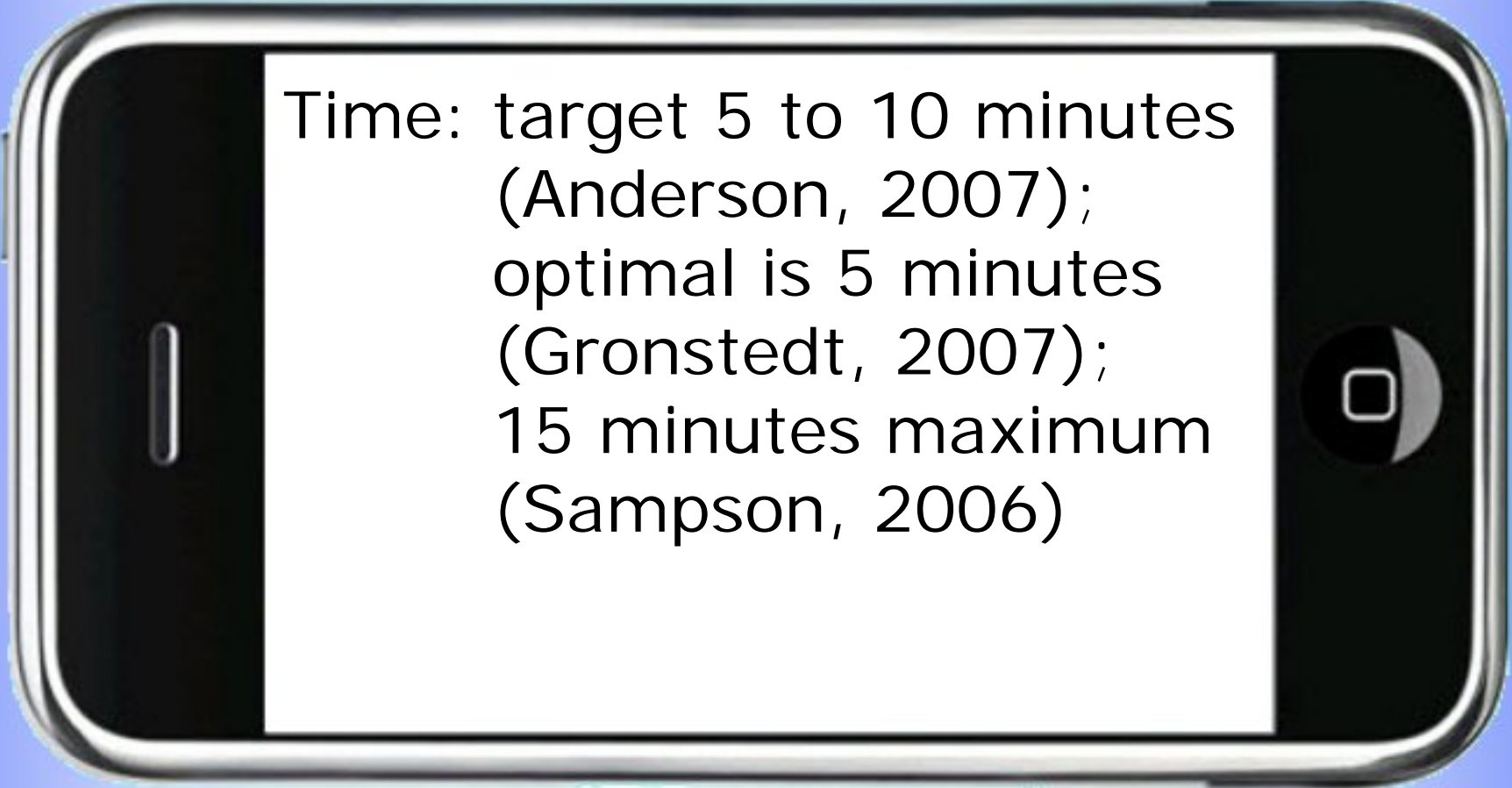
Text: 24 characters/row
(Worthington, 2007);
chunked
(Perreault, 2010)

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Design considerations, cont.

A large, stylized illustration of a smartphone frame with a silver border. Inside the frame, on a white background, is the following text:

Time: target 5 to 10 minutes
(Anderson, 2007);
optimal is 5 minutes
(Gronstedt, 2007);
15 minutes maximum
(Sampson, 2006)

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Vodcast effectiveness

- Vodcast 1
 - Average score increased from 49% to 67% correct
 - 69% made improvement
- Vodcast 2
 - Average score increased from 50% to 73% correct
 - 78% made improvement

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Broadcasting on YouTube



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Theory vs. reality of viewing



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Target 5 minute duration

Shorter vodcast usually better

- Preference is 5 minutes
- Do not exceed 10 minutes



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Two-person narration

"The two-person narration was very clever! It helped keep my interest and it made learning the material easier."

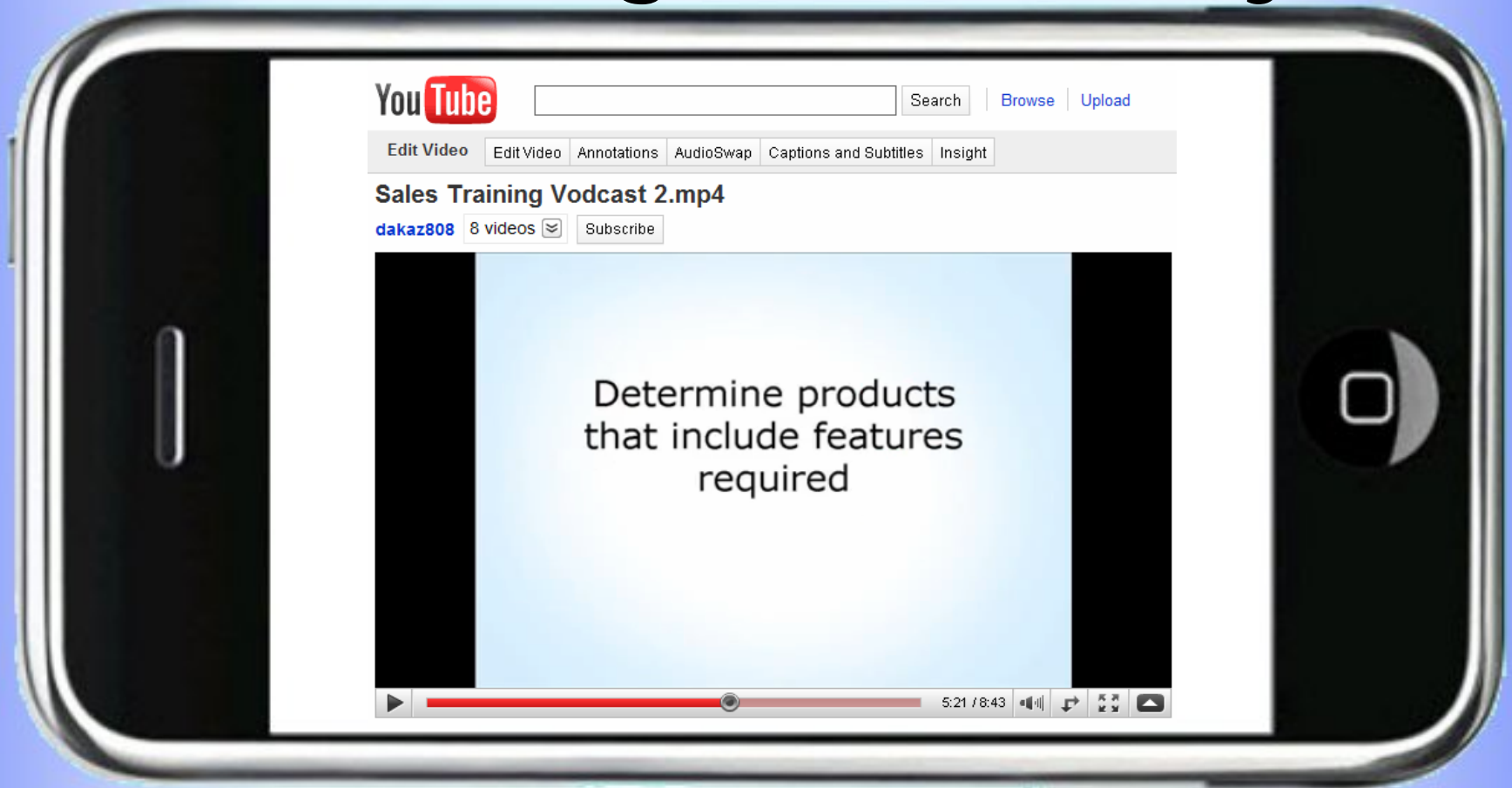


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Text: big and chunky

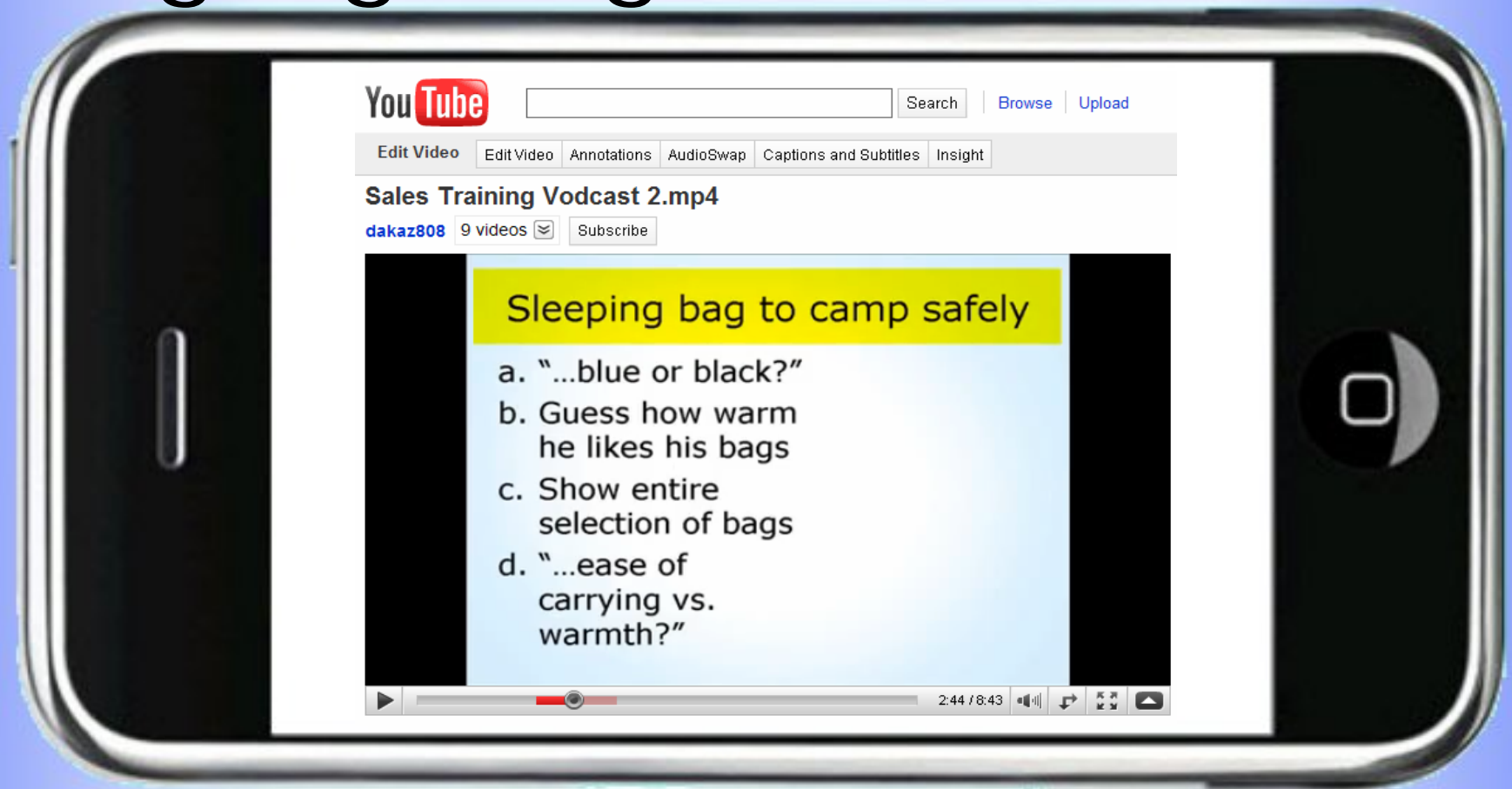


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Highlighting identifies focus

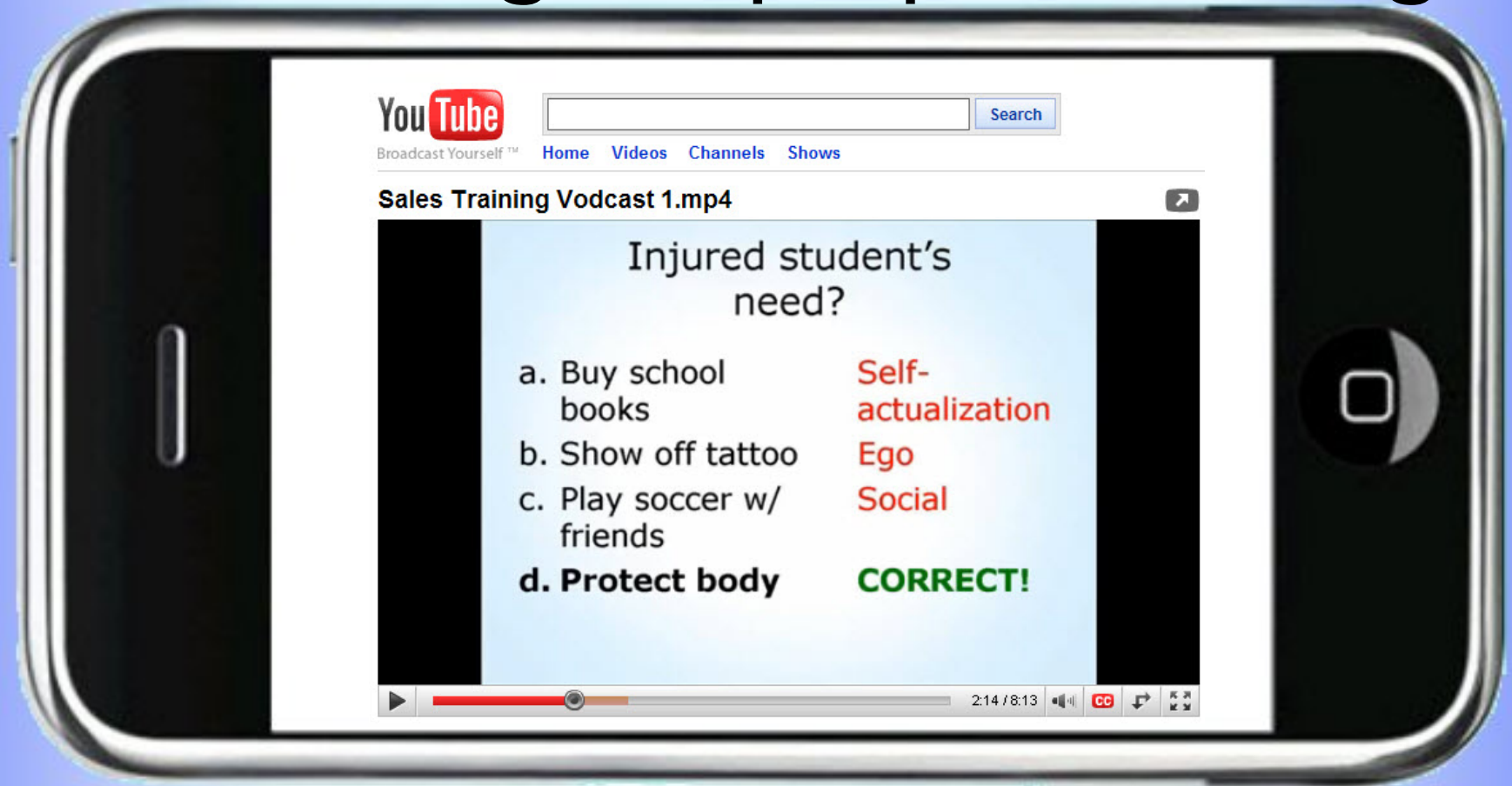


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Chunking helps processing

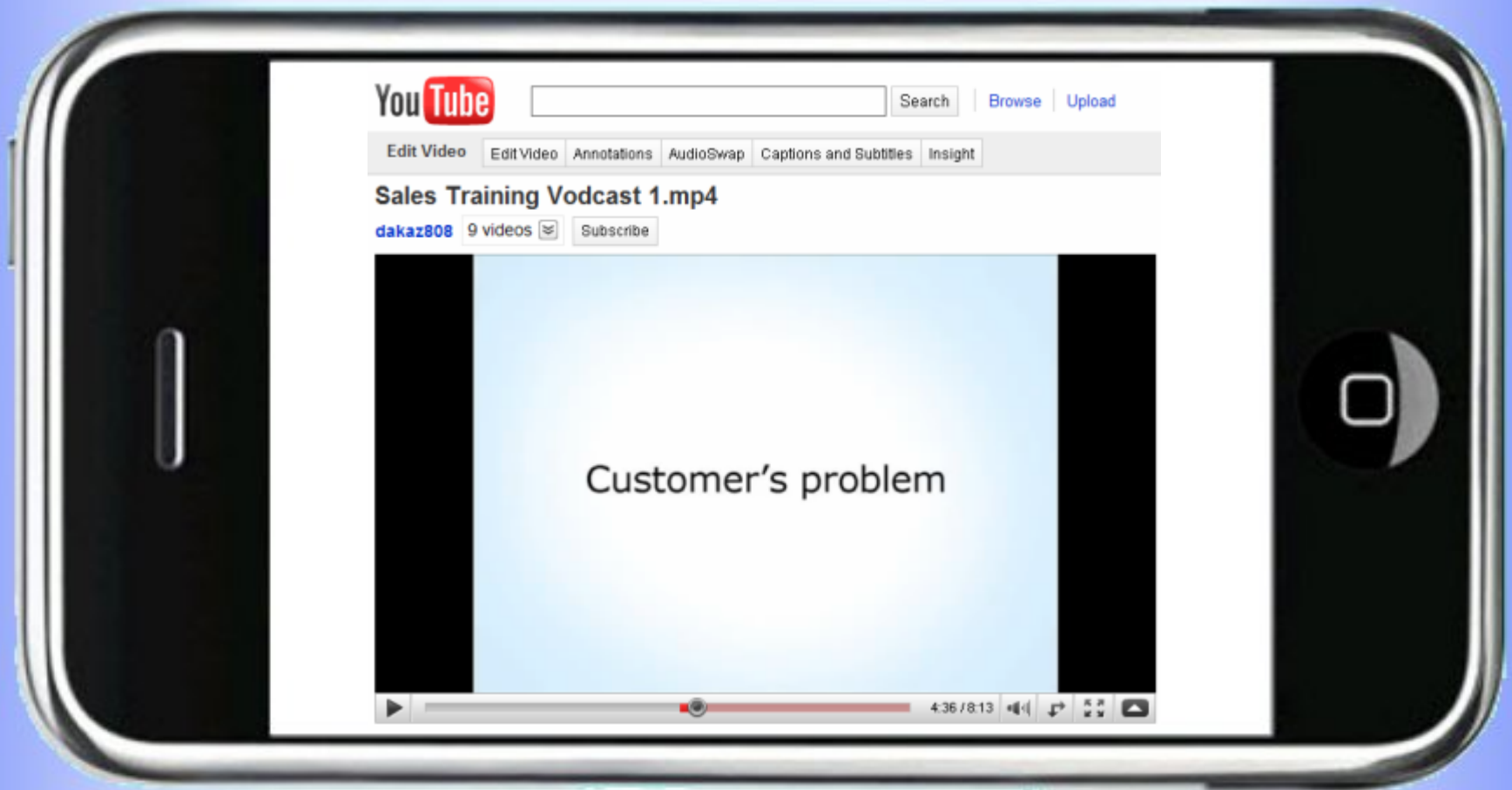


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Animation: mixed reviews



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Animation: mixed reviews

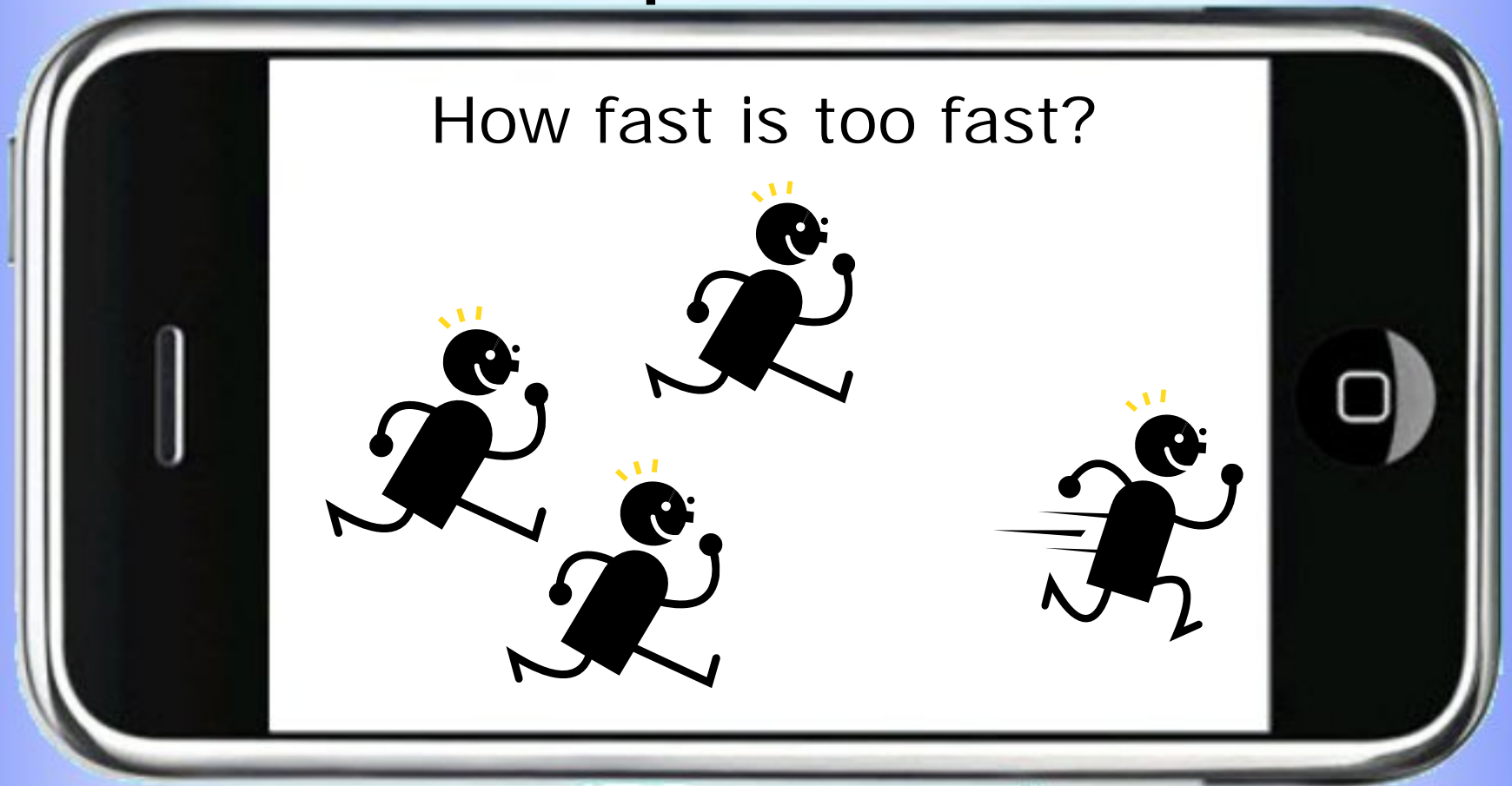


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Pace of presentation

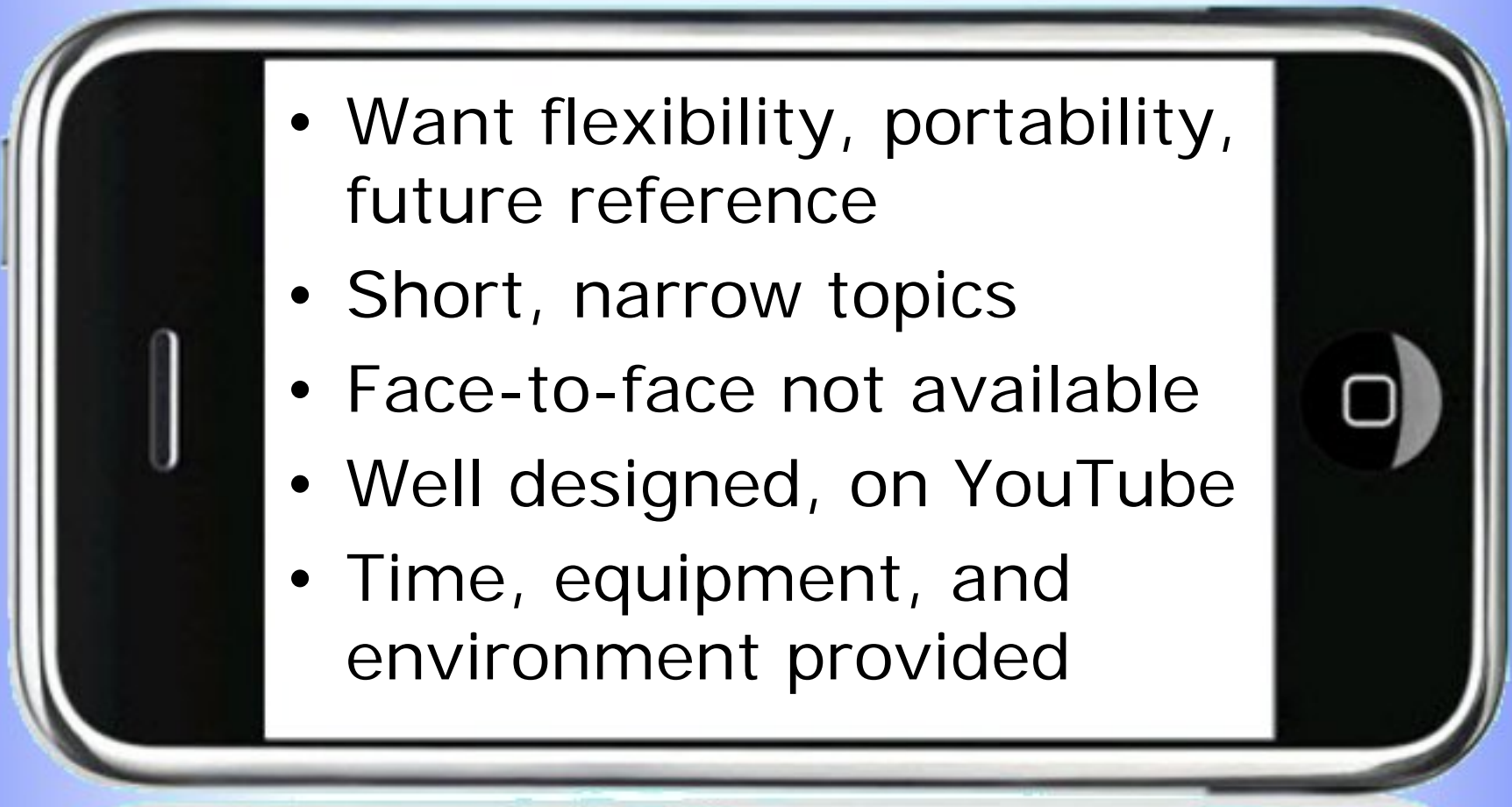


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Vodcast as a training tool if...

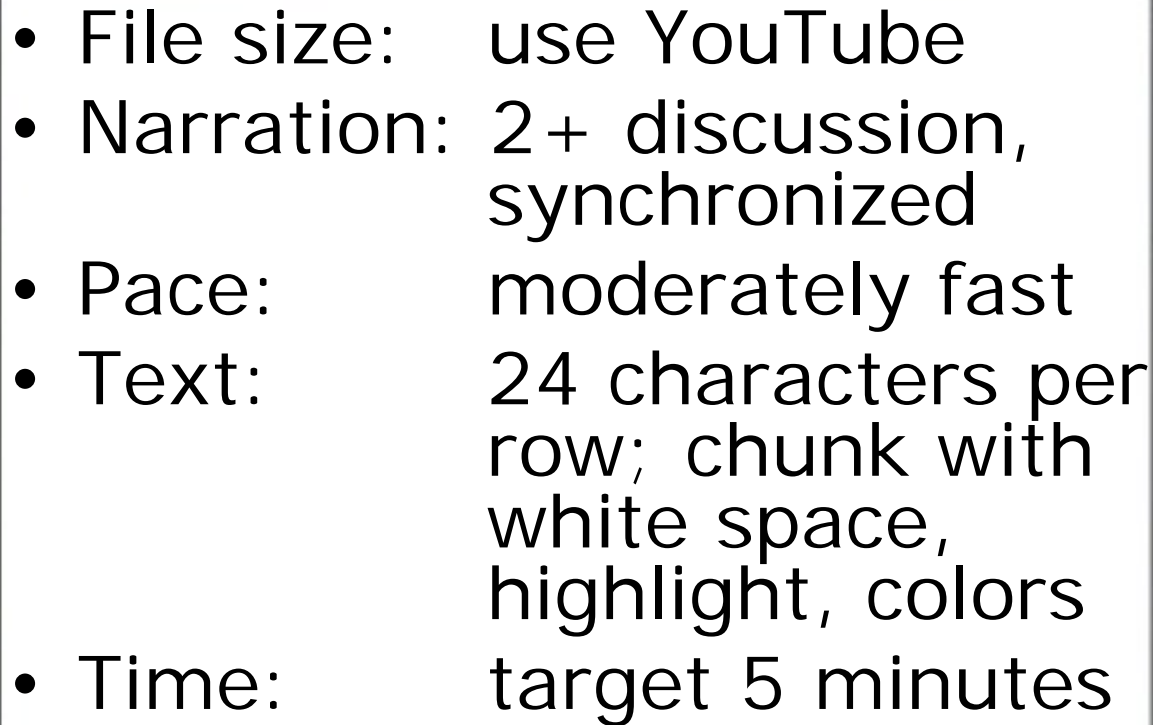
- 
- Want flexibility, portability, future reference
 - Short, narrow topics
 - Face-to-face not available
 - Well designed, on YouTube
 - Time, equipment, and environment provided

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Conclusion and discussion

- 
- File size: use YouTube
 - Narration: 2+ discussion, synchronized
 - Pace: moderately fast
 - Text: 24 characters per row; chunk with white space, highlight, colors
 - Time: target 5 minutes

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A large, stylized illustration of a smartphone with a silver border and rounded corners. The screen is white and displays the text 'Thank you!', 'Any questions?', and 'ryan.tanaka@hawaii.edu'. The phone has a vertical slider on the left and a circular home button on the right.

Thank you!

Any questions?

ryan.tanaka@hawaii.edu

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